

### **REMARKS**

A Notice of Allowance was issued on 5 April 2007. Applicant subsequently filed a Request for Continued Examination on 5 July 2007, in order to reformat the claims. The present independent claims are claims 1, 19, 26, and 32. The present non-final Office Action rejects all claims as anticipated by *Choi et al.* (U.S. Patent No. 6,006,335). Claim 12 is now amended to correct a typographical error.

The present invention discloses an apparatus (such as a medallion to be worn by a user), that has a display. The apparatus includes a timing control means for automatically and repetitively providing a fade-in signal and the fade-out signal to the power source. By automatically fading in and fading out, the battery life of the apparatus is greatly extended.

*Choi* discloses a power management system that allows for user selection of different power save modes of operation, including a plurality of power save modes. According to the abstract of *Choi*, the main innovation of *Choi* is to provide a visual display for user selection of various power save modes.

The present Office Action cites column 4, lines 12-67 of *Choi* to reject all of the present independent claims. However, Applicant respectfully submits that none of the power save modes of *Choi* is analogous to the present claimed repetitive mode that includes repetitive fading in and fading out. Nothing at column 4, lines 12-67 of *Choi* suggests a repetitive fading in and fading out, as presently claimed.

*Choi* discusses at column 3, lines 19-28 that a power save mode is used for a predetermined time, after which an answer from the user is required. In contrast, present claim 1 discloses that a repetitive mode signal is provided if a repetitive mode is selected. Thus, the present claimed invention will fade in and fade out without any need for a user to request each fade in or each fade out, as in *Choi*.

The Office Action also refers to column 5, lines 1-67 of *Choi*. However, Applicant respectfully submits that these portion of *Choi* do not disclose any repetitive mode. All of the changes disclosed in this portion of *Choi* are initiated by a user pressing a key, such as at line 17, lines 23-24, line 31, line 35, et cetera. There is no repetitive automatic fading in and fading out, as presently claimed. Column 5, lines 48-65 discuss using function keys to select modes,

whereas the present claimed repetitive mode automatically fades in, fades out, fades back in, fades back out, repetitively.

Applicant respectfully emphasizes that the *Choi* reference merely discloses a display power management signaling (DPMS) mode so that the user can select from the usual power-saving modes: STANDBY, SUSPEND, and OFF. See column 2, lines 40-50 and also column 4, lines 34-37. There is nothing in *Choi* that teaches or suggests a power-saving mode that involves a repetitive mode in which a fade-in and fade-out signal are automatically and repeatedly provided, as in the present independent claims.

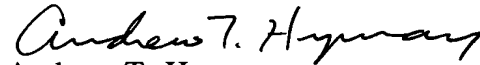
Applicant respectfully notes that, to teach a claim, the reference must teach every element of the claim. See MPEP § 2131. Here, none of the power saving modes of *Choi* corresponds to the present claimed repetitive mode, in which fade-in and fade-out signals are automatically and repeatedly provided.

It is not surprising that *Choi* fails to disclose these critical features of the present claimed invention. After all, *Choi* says nothing about a “battery,” much less about extending battery life. In contrast, extending battery life is the key factor motivating the present invention. See, e.g. page 2, lines 18-20 of the application as originally filed (also see present claims 4 and 12 which specifically claim a battery). While *Choi* does disclose various power-saving modes, there is nothing in *Choi* that discloses automatically and repeatedly transitioning to or from any one of those modes, as presently claimed.

**CONCLUSION**

For the reasons described above, allowance of the pending claims is respectfully requested. Applicant would be grateful if the Examiner would please contact Applicant's attorney by telephone if the Examiner detects anything in the present response that might hinder a speedy allowance.

Respectfully submitted,



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